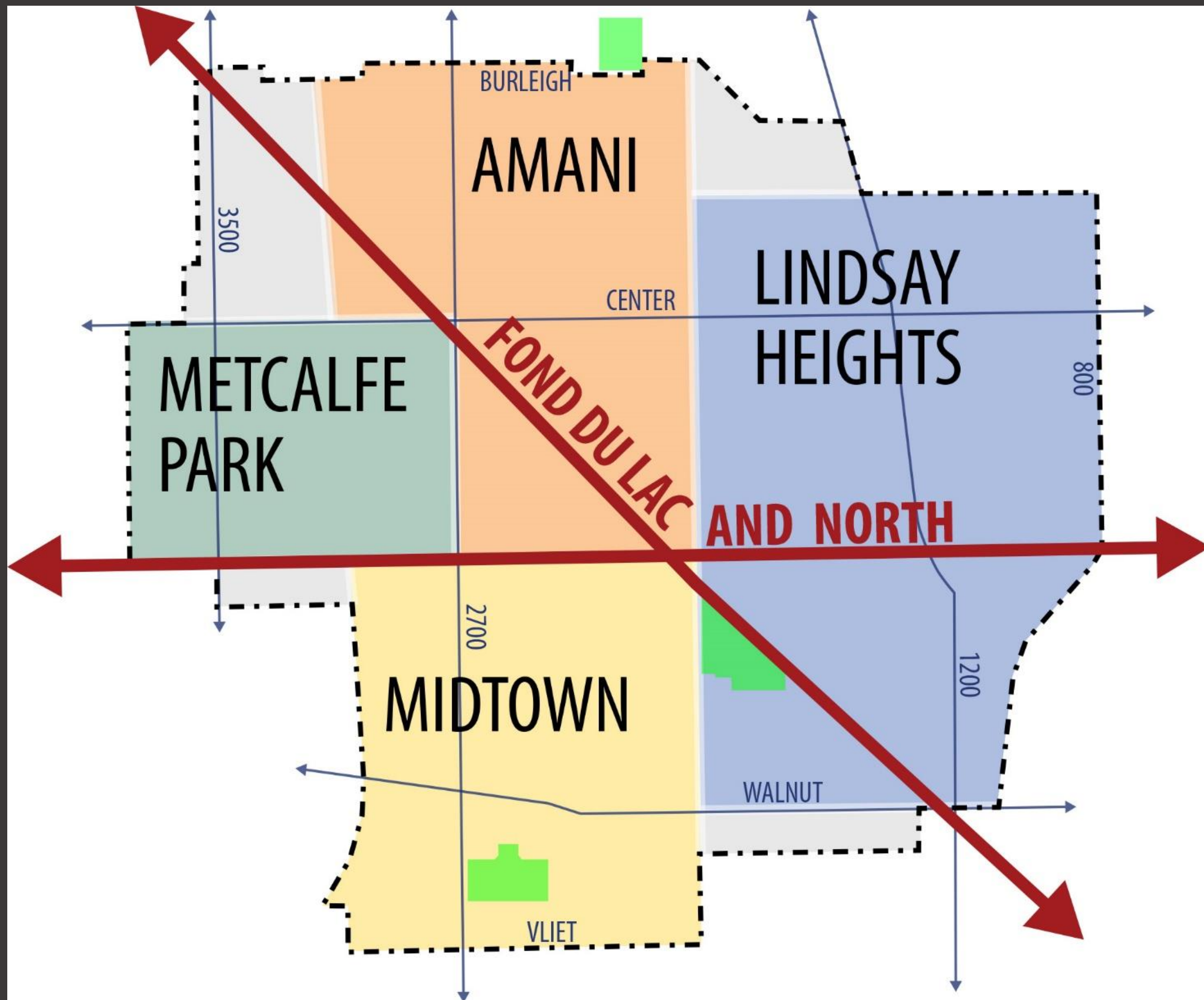




# FOND DU LAC AND NORTH AREA PLAN

Housing and Neighborhood Development  
Focus Group - October 30, 2020







# Community Partners



Dominican Center/  
Amani United



Metcalfe Park  
Community Bridges



Walnut Way



# FOND DU LAC AND NORTH AREA PLAN

## *Revised Schedule*

### 2019

Fall	Community Workshop #1
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### 2020

February	Community Workshop #2
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Summer	Online Community Survey
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<b>Fall</b>	<b>Focus Groups</b>
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December	Community Workshop #3
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### 2021

Spring	Release Draft Plan
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Spring	Community Workshop #4
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# FOND DU LAC AND NORTH AREA PLAN

## *Potential Plan Structure*

### **I. AREA WIDE POLICIES AND STRATEGIES**

General statements outlining community values and priorities intended to inform programming and decision making regarding a wide range of issues.

### **II. LAND USE AND DESIGN STANDARDS**

Policy regarding land use, building type, density, height, and design elements in order to inform zoning and evaluate development proposals for consistency with the comprehensive plan.

### **III. NEIGHBORHOODS AND CORRIDORS**

Policies, programs, infrastructure projects and real estate development opportunities particular to specific neighborhoods or commercial areas.



# AREA-WIDE POLICIES AND STRATEGIES

*General policies outlining community values and priorities intended to inform programming and decision making regarding a wide range of issues.*

RESILIENT COMMUNITIES	THRIVING CORRIDORS	STRONG NEIGHBORHOODS
Equity, Inclusion and Community Strength	Support for Business	Homeownership
Public Health and Safety	Support for Workers	Rental Housing Stability and Affordability
Sustainability	Commercial Building Rehabilitation and Reuse	Housing Rehabilitation
Mobility and Streets	New Commercial Development	New Housing
Recreation and Open Space	Branding and District Identity	Neighborhood Beautification



# **STRONG NEIGHBORHOODS**

*Area-wide Policies and Strategies for Housing and Neighborhood Development*

## **HOMEOWNERSHIP**

Preserve and Expand Homeownership

## **RENTAL HOUSING**

Ensure fair, stable and affordable housing options for renters

## **HOUSING REHABILITATION**

Improve the quality of existing housing

## **NEW HOUSING**

Create new housing options that accommodate a diversity of incomes and household types

## **NEIGHBORHOOD BEAUTIFICATION**

Improve the physical appearance of neighborhoods



# GOAL: Preserve and Expand Homeownership

## Help Existing Homeowners Keep Their Homes

Programs to assist low and moderate income homeowners make needed repairs to their homes (Strong Homes Loan, Code Compliance Loan, NIP)

Support homeowners at risk of foreclosure, and assist homeowners in areas where rising property values may create a tax hardship

## Help Existing Neighborhood Renters Become Homeowners

Programs to assist moderate income renters acquire homes and create wealth (Home Buyer Assistance Program, **Down Payment Assistance**)

Continue to prioritize owner-occupancy in the sale of City-owned houses

Support the construction and rehabilitation of single family homes throughout the area to provide homeownership opportunities

Support cooperative housing and **Community Land Trusts** to expand ownership.

## Address Longstanding Racial and Economic Inequality In Homeownership

Identify and address barriers to homeownership, especially among low and moderate income families and people of color.

Prioritize homeowner assistance for low and moderate income families and people of color

*Other Strategies?*

## Reduce Displacement and Create Wealth for Neighborhood Residents

Ensure that existing residents, especially low income residents and people of color, are able to benefit from and gain access to the wealth-building opportunities provided by development occurring in City neighborhoods

*Other Strategies?*



# GOAL: Ensure Fair, Stable and Affordable Rental Housing

## Create and Preserve Affordable Rental Housing

- Continue the use of tax incremental financing (TIF) for affordable housing development by creating new TIDs and extending existing TIDs
- Support the preservation of expiring subsidized housing units particularly those that serve the lowest income residents (30-50% AMI)
- Support and collaborate with community based organizations working to create affordable housing
- Advocate for additional funding for Section 8 housing vouchers

## Eliminate Racial Disparities in Housing

- Identify barriers for people of color in accessing quality affordable housing, and create policies and programs to address those barriers.
- Ensure fair housing law compliance, and distribute fair housing information and resources, with a focus on empowering people of color.
- Encourage housing options that are accessible for people with disabilities and allow aging in place
- Conduct a citywide fair housing and equity assessment (FHEA)

## Increase Housing Stability for Low and Moderate Income Renters

- Tenant and landlord Education Programs, rent withholding for code violations, standardized rental agreements, rental housing resource guide
- Support and grow the capacity of community based organizations that work with renters and landlords to prevent evictions
- Support Milwaukee County’s efforts to expand tenant-landlord mediation, and establish a right to counsel for low-income tenants facing eviction.
- Advocate for state reforms to CCAP to reduce the length of time evictions remain on records and allow a just cause eviction ordinance
- Expand housing supports for formerly incarcerated people

## Reduce Homelessness

- Support the continued presence and enhancement of area shelter systems as well as organizations which provide support homeless individuals.
- Preserve, improve, and expand public housing city-wide that serves the lowest income residents.
- Support the efforts of Milwaukee County to eliminate homelessness including expanded funding for Housing First.



# GOAL: Improve the Quality of Existing Housing

## Promote the Rehabilitation of Housing Throughout the Area

- Continue Programs that assist homeowners and responsible investors rehabilitate existing housing
- Expand the rental rehabilitation program and/or increase the size and number of Targeted Investment Neighborhoods (TINs)
- Support and grow the capacity of community based organizations working to improve the quality of housing
- Continue to aggressively market and sell City-owned houses to homeowners, responsible investors, and non-profits.

## Encourage Sustainable Practices in Housing Rehabilitation

- Continue programs to assist homeowners make energy efficiency upgrades to their homes and work to reduce energy costs at properties. (ME<sup>2</sup>)
- Continue programs that assist homeowners to install solar power on their roof (Milwaukee Shines)
- Encourage downspout disconnections to allow storm water to infiltrate the soil where possible. Consider solutions for diverting water to vacant lots.
- Consider reducing the stormwater management charge for properties that capture the first ½ inch of rainfall on site.

## Prioritize Housing Improvements that Enhance the Health of Residents

- Prioritize improvements that mitigate conditions known to directly affect the health of occupants including lead hazards, failing heating and electrical systems, leaks, mold, pest infestations, broken roofs, walls, windows, doors, door locks and railings.
- Expand efforts to eliminate lead poisoning in children and establish a lead-safe certification program for rental housing
- Encourage accessibility accommodations in rental housing, and consider establishing a funding source for these improvements.

## Protect Renters from Unsafe Housing Conditions and Prevent Landlord Retaliation

- Establish a proactive code enforcement program for rental properties, and consider licensing for rental housing.
- Advocate for changes to State law which preempt local rental licensing and certification programs and impose restrictive fee structures for local code inspection programs.



# GOAL: Create New Housing Options that Accommodate a Diversity of Incomes and Household Types

## Support a Diversity of Incomes

- Encourage new affordable housing (20% of units) in areas where a lack of such options currently exist (<20% subsidized in census tract)
- Encourage new market rate housing (20% of units) in areas with a high concentration of subsidized housing (>20% subsidized in census tract)

## Support a Diversity of Household Types

- New multi-family housing near transit nodes and job centers (higher density near transit)
- New family-oriented housing in close proximity to schools and playgrounds. (75% of new units to have 2 or more bedrooms)
- New duplex, townhome and multi-family housing on arterial streets and public open spaces
- New single family housing on neighborhood streets
- Accessory dwelling units (ADUs) or other housing types that may facilitate intergenerational households, aging in place or income for homeowners.

## Increase the Amount and Diversity of Housing

- Build on existing assets to encourage investment in housing development
- Support the adaptive reuse of vacant non-residential buildings for housing
- Promote the area as walkable, sustainable and unique in the metro area
- Ensure a high quality of life so that existing residents will choose to stay
- Provide support for residents who may become at risk of displacement

## Embrace Innovative Housing Strategies

- Alternative ownership models, including cooperative housing and community land trusts to preserve affordability
- New housing types and construction technologies to reduce housing cost



# GOAL: Improve the Physical Appearance of Neighborhoods

## Mitigate the Negative Effects of Vacant Lots and Buildings

Maintain all City-owned properties to a “good neighbor” standard

Demolish or deconstruct blighted buildings where needed.

Address the problem of illegal dumping on vacant lots

## Encourage Community Based Projects that Create Neighborhood Identity

Allow community based organizations to reuse vacant lots for community space and urban agriculture.

Assist in the provision of public art, identity signage, and other community improvement projects

Support the creation of Neighborhood improvement Districts (NIDs) to further community goals.

## Repurpose Vacant Lots as Neighborhood Assets

Allow homeowners to buy vacant lots adjacent to their homes

Plant trees and add landscaping in vacant lots

Create small parks and community gathering spaces where appropriate

Create new pathways and connections where adjacent vacant lots can create pedestrian shortcuts through neighborhoods



# LAND USE AND DESIGN STANDARDS

Policy regarding land use, building type, density, height, and design elements in order to inform zoning and evaluate development proposals for consistency with the comprehensive plan.

## LAND USE

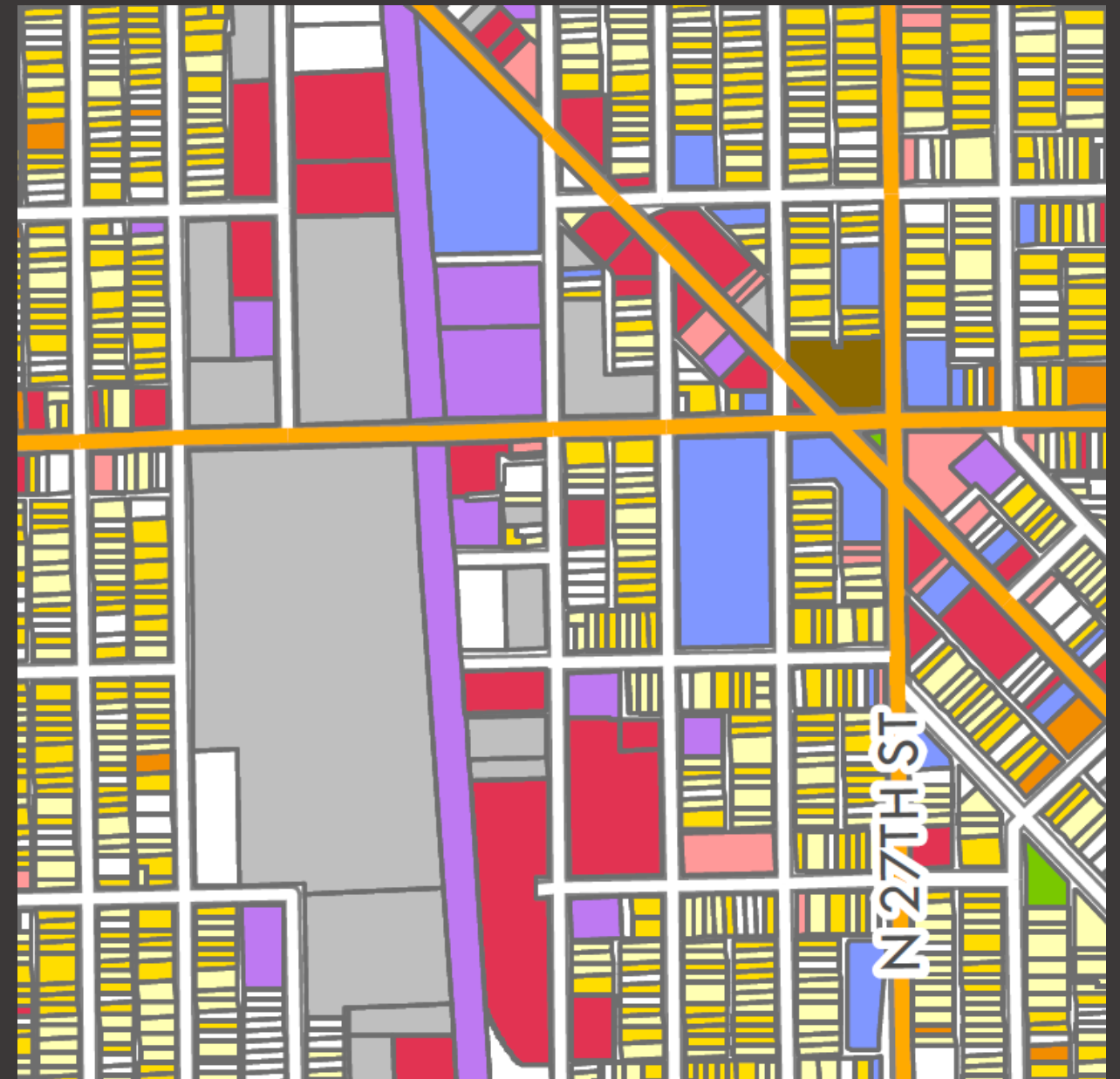
- What is the property used for?  
(i.e. residential, commercial, industrial)

## DESIGN

- What does it look like? How big or tall is it?  
Where is placed in the property?

## ZONING

- A Tool for regulating land use and design
- Every property is in a specific zoning district, and different districts have different standards.





# **LAND USE - For Residential Districts (Summary Only)**

## **A Mix of Residential Building Types**

Encourage a mix of residential building types including single-family, duplex townhome and multi-family housing, provided their scale and design is compatible with the surrounding neighborhood context.

## **Higher Density Near Transit.**

Encourage higher density housing near major transit nodes and corridors.

## **Accessory Dwelling Units**

Allow for attached or detached accessory dwelling units (ADU's) throughout the neighborhood.

## **Live/Work Units**

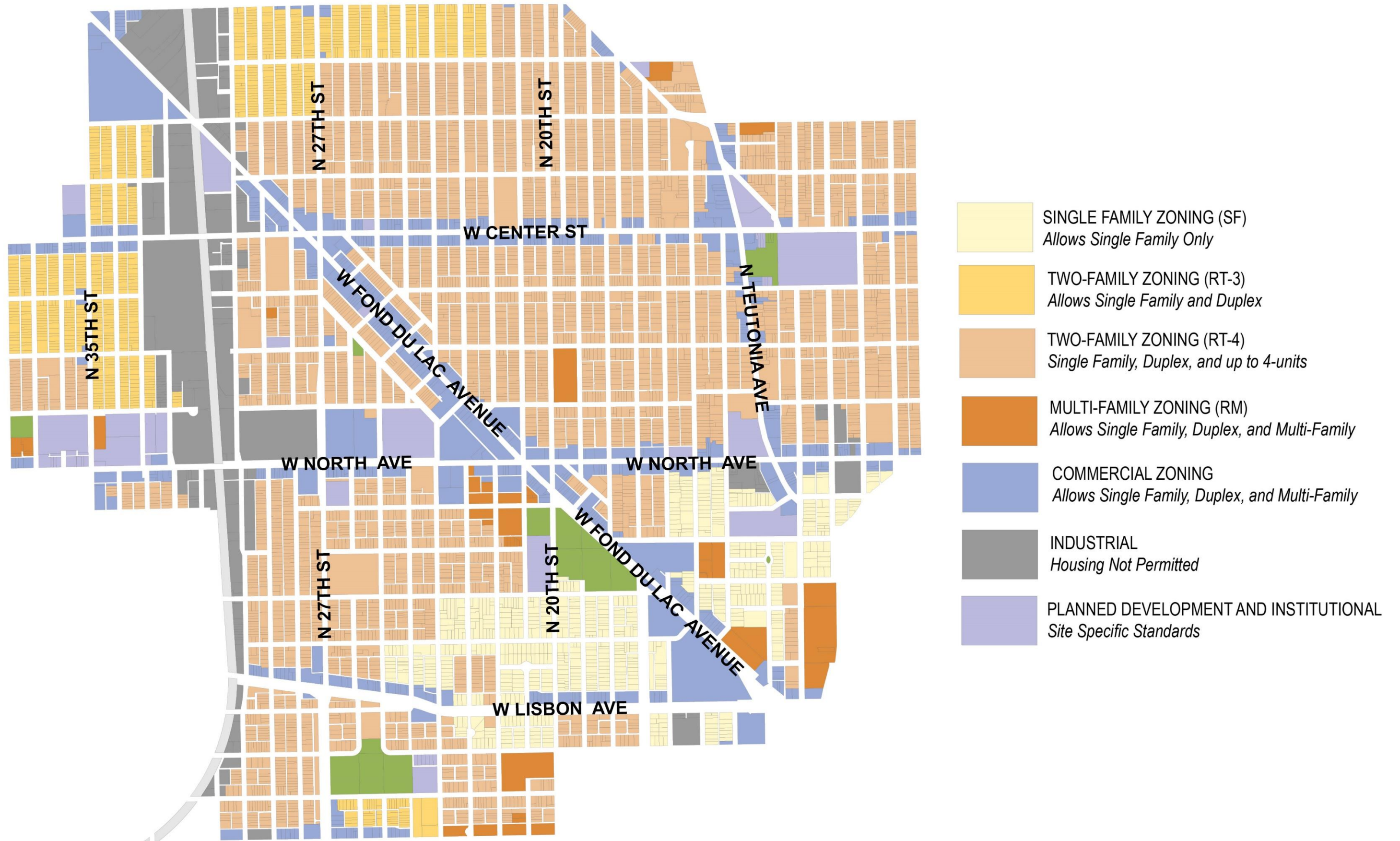
Allow live/work units and family daycare homes, provided the operator of the daycare or business resides at the property and the use will not be detrimental to surrounding properties.

## **Neighborhood Serving Commercial Uses**

Allow some neighborhood serving commercial uses in residential areas provided their scale is compatible with the surrounding neighborhood context and they are not detrimental to surrounding properties.

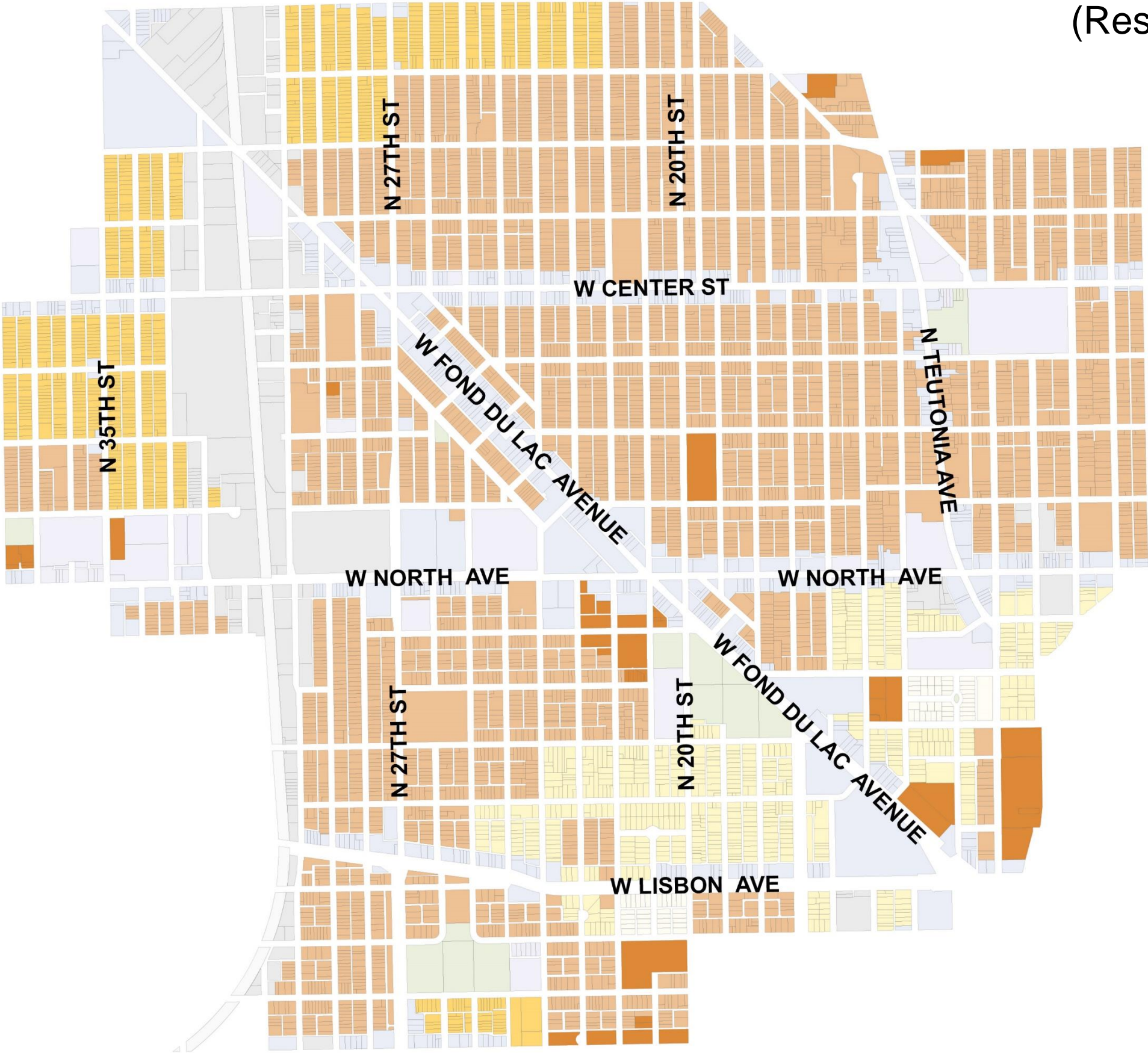






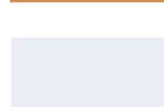


## Existing Zoning





# Existing Zoning (Residential Districts)





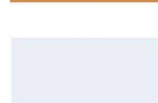

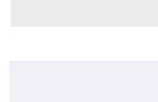


-  SINGLE FAMILY ZONING (SF)  
*Allows Single Family Only*
-  TWO-FAMILY ZONING (RT-3)  
*Allows Single Family and Duplex*
-  TWO-FAMILY ZONING (RT-4)  
*Single Family, Duplex, and up to 4-units*
-  MULTI-FAMILY ZONING (RM)  
*Allows Single Family, Duplex, and Multi-Family*
-  COMMERCIAL ZONING  
*Allows Single Family, Duplex, and Multi-Family*
-  INDUSTRIAL  
*Housing Not Permitted*
-  PLANNED DEVELOPMENT AND INSTITUTIONAL  
*Site Specific Standards*



# Existing Zoning (Residential Districts)



-  SINGLE FAMILY ZONING (SF)  
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# Medium Density Multi-Family Zoning Near Meinecke Ave

## What?

- Allow for strategic rezoning of individual parcels from RT4 to RM4 (not proactive).
- Same density as existing zoning, but will allow for more flexibility in site design and housing types.
- Single Family Homes are still allowed and encouraged.

## Why?

- Larger contiguous vacant parcels present opportunities for alternate housing types and community housing models
- Walking distance to North Avenue corridor businesses and transit.





# Higher Density Multi-Family and Mixed Use on N 27<sup>th</sup> Street.

## What?

- Allow strategic rezoning of individual parcels from RT4 to RO2 (not proactive).
- Allows for density similar to commercial corridors, but emphasizes residential uses.
- Single Family Homes are still allowed and encouraged.

## Why?

- 27<sup>th</sup> Street is a major traffic arterial, and a mix of uses including commercial and multi-family is appropriate.
- 27<sup>th</sup> Street is a major regional transit corridor, with the potential for upgraded transit service in the near future.





# DESIGN

TBD

- *Lots*
- *Setbacks*
- *Building Orientation*
- *Massing*
- *Façade Design*
- *Site Features and Landscaping*
- *Rehabilitation Standards*





# NEIGHBORHOODS AND CORRIDORS

## Neighborhood Snapshot

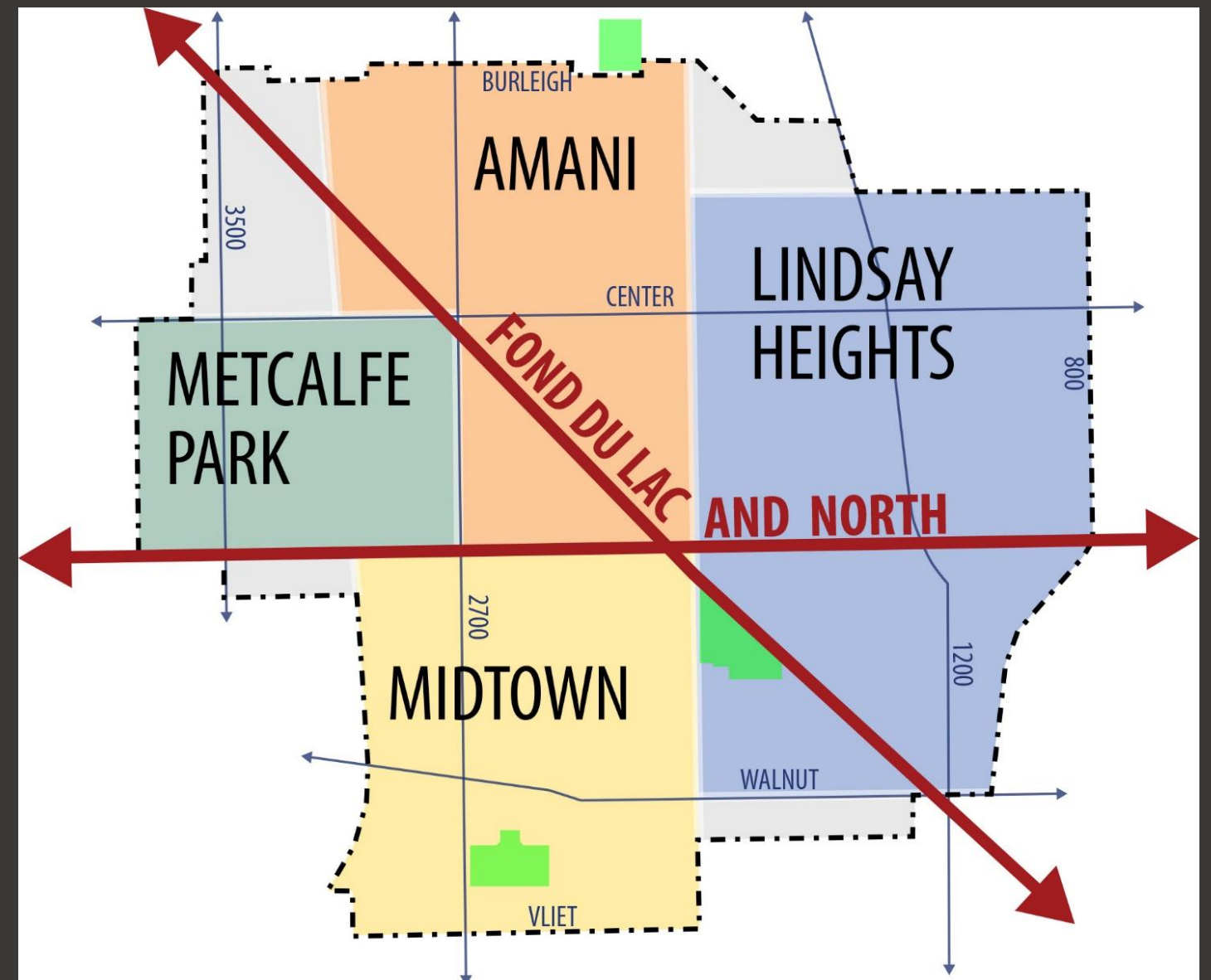
- Information about each neighborhood

## Neighborhood Specific Policies

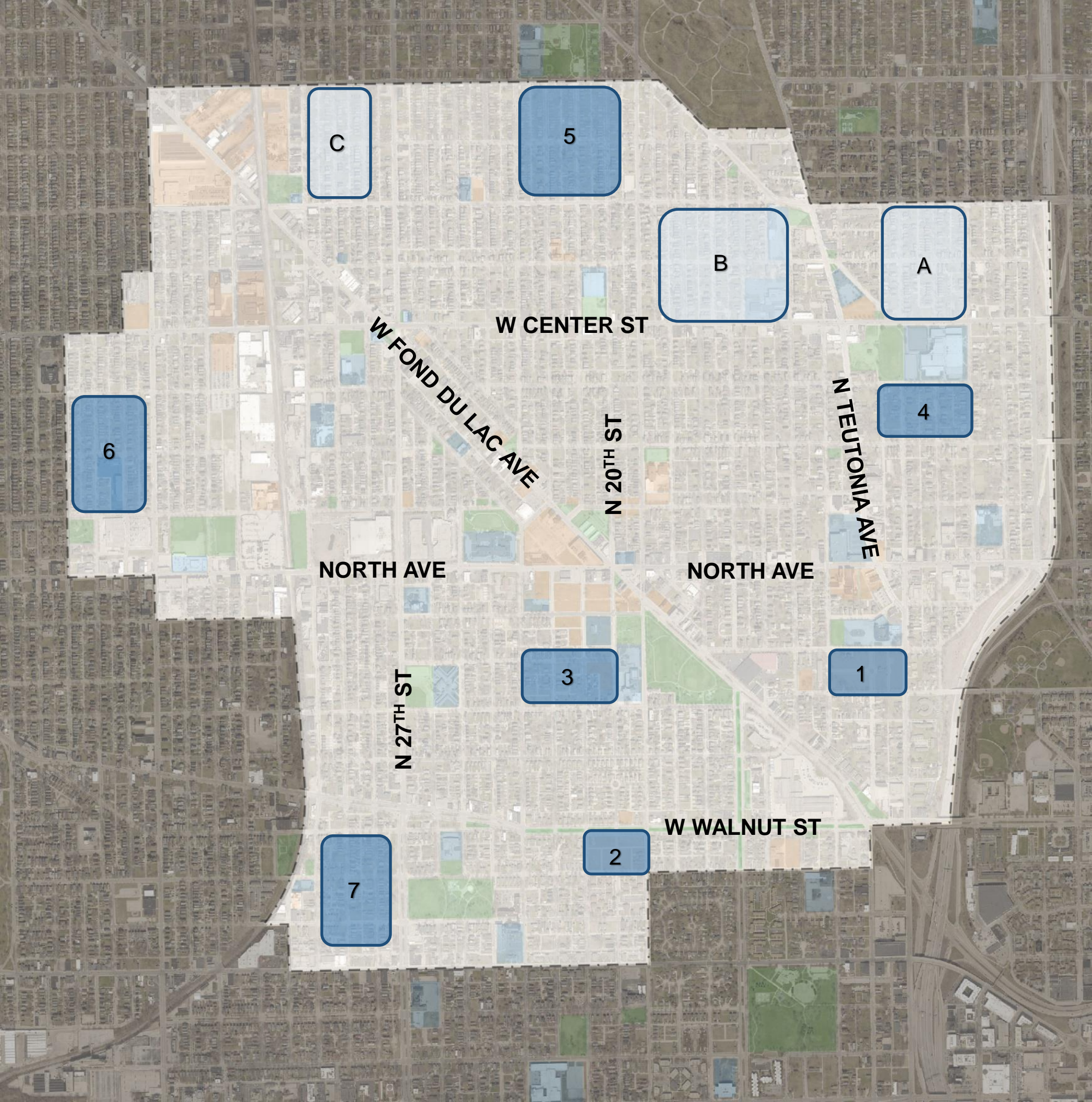
- From existing neighborhood plans and guidance from community partners

## Neighborhood Development Plan

- Programs and Initiatives
- Community Infrastructure Projects
- Development Opportunities







## New Single Family Home Clusters (Conventional)

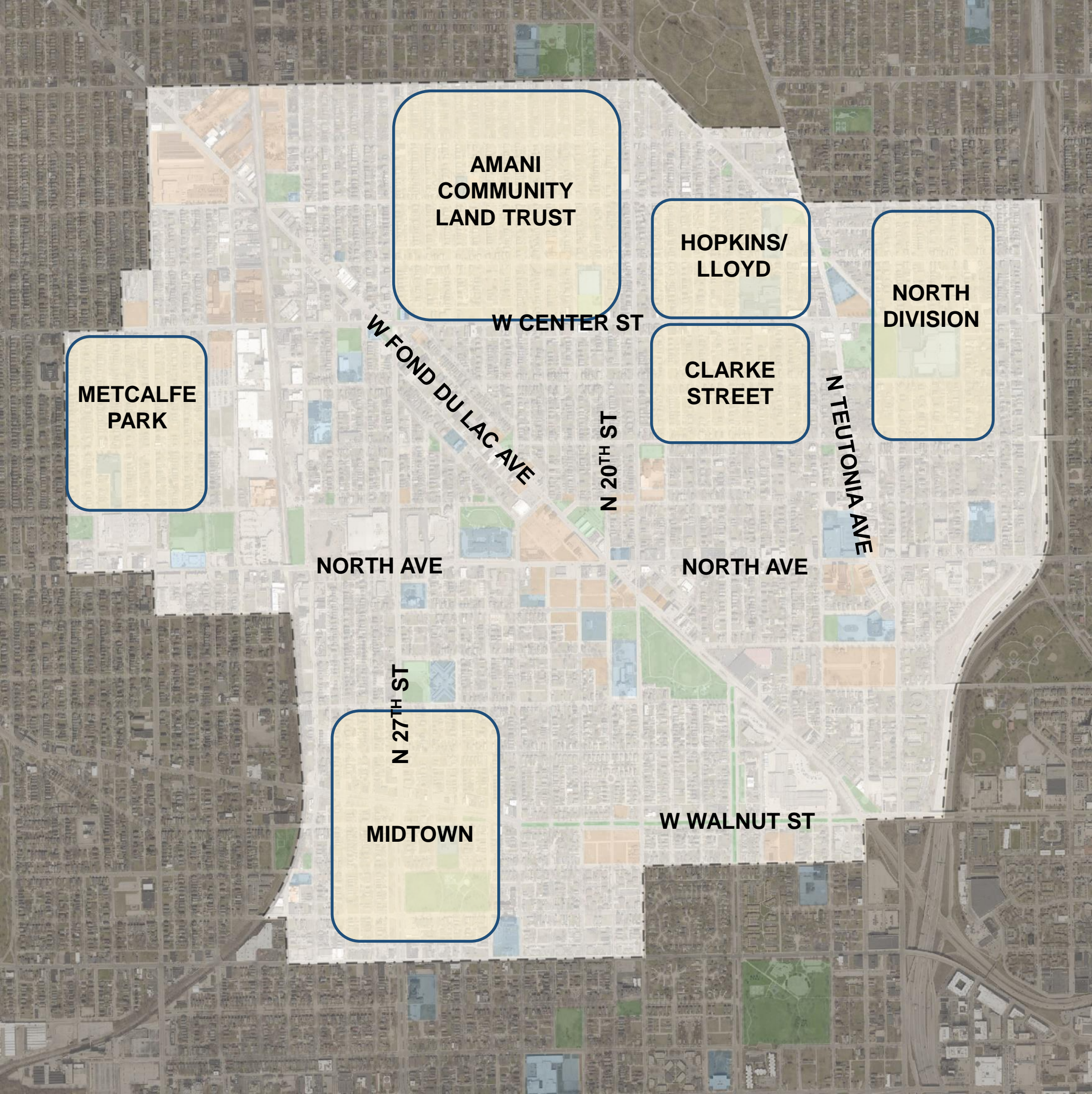
1. Josey Heights
2. Walnut Circle
3. Legacy/Brown Street
4. North Division (South)
5. Moody Park
6. Metcalfe Park
7. Tiefenthaler Park

## New Single Family Home Clusters (Prototype)

- A. North Division (North)
- B. Hopkins/Lloyd
- C. Cawker Park

*Encourage New Single Family Homes Area Wide*



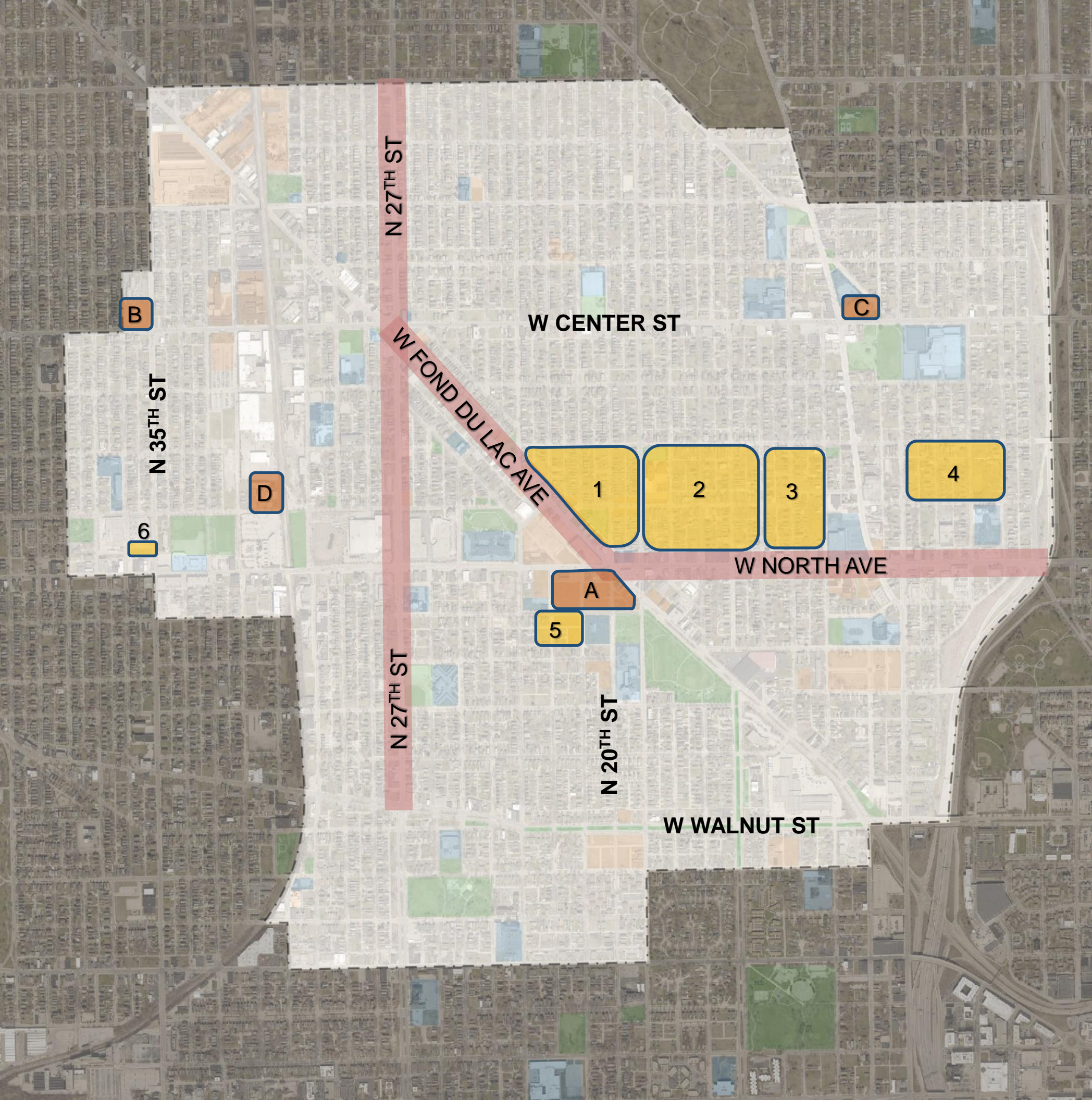


## **Housing Initiatives/ Priority Rehabilitation Areas**

- Amani
- Metcalfe Park
- North Division
- Clarke Street
- Hopkins/Lloyd
- Midtown

***Support Housing Initiatives  
and Encourage Housing  
Rehabilitation Area-Wide***





## Primary Development Corridors

- N 27<sup>th</sup> St
- W Fond Du lac Ave
- W North Avenue

## Potential Community Housing Model Target Areas

1. Market Place Village
2. Phyllis Wheatley
3. 15<sup>th</sup> and Meinecke
4. Beauchamp
5. Legacy
6. Lighthouse

## New Community Development Hubs

- A. Fondy/North
- B. 35<sup>th</sup> and Center
- C. North Division Hub
- D. Perlick Building

### Major Projects Underway:

- Ikon Hotel
- Phyllis Wheatley
- Community w/in the corridor





**Neighborhood Beautification Ideas**

**Green Boulevards**

- Walnut Street & 17<sup>th</sup> Street

**Vacant Lot Improvements**

- Burleigh Street
- Locust Street
- Center Street
- Hopkins Street
- 20<sup>th</sup> Street
- 35<sup>th</sup> Street
- Area-Wide Per CBO's

**Gateways**

- 13<sup>th</sup> and Fond du Lac
- 30<sup>th</sup> and Fond du Lac
- 27<sup>th</sup> and North

**Community Based Dev. / Programming**

- Dominican Center
- Emanus Lutheran Church
- R. Rebels/Franklin Square

**Blight Mitigation (Large Scale)**

- 27<sup>th</sup> & Burleigh Building
- Milwaukee Soap

**New/Improved Community Open Spaces**

- Fondy Plaza
- Gwen Jackson School
- Hopkins/Lloyd School
- 30<sup>th</sup> & Meinecke
- Marketplace Trail (FDL)
- 27<sup>th</sup> Street

**Planned Public Space Improvements**

Cawker Park, Butterfly Park, Tiefenthaler Park, Fondy Farmer's Market



THANK YOU!

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[Milwaukee.gov/FondyNorth](https://milwaukee.gov/FondyNorth)